



RCE *[signature]*

S&H Form: PTO/SB/30 (12/04)

## REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

(INCLUDING FILING FEE AND/OR PETITION FOR  
EXTENSION OF TIME FEE)

*Subsection (b) of 35 U.S.C. §132, effective May 29, 2000  
provides for continued examination of a utility or plant application  
filed on or after June 8, 1995.*

*See The American Inventors Protection Act of 1999 (AIPA)*

|                                                                                                                 |                                                                                                                                                                                                         |                                      |            |
|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|------------|
| <b>To: Commissioner for Patents</b><br><b>Box RCE</b><br><b>PO Box 1450</b><br><b>Alexandria, VA 22313-1450</b> |                                                                                                                                                                                                         | <b>Attorney Docket No.: 614.1992</b> |            |
| <b>First Named Inventor</b>                                                                                     | Yasuo SUGAHARA                                                                                                                                                                                          |                                      |            |
| <b>Application No.</b>                                                                                          | 09/375,005                                                                                                                                                                                              | <b>Group Art Unit</b>                | 3622       |
| <b>Filing Date</b>                                                                                              | August 16, 1999                                                                                                                                                                                         | <b>Examiner</b>                      | J. Janvier |
| <b>CPA Filing Date</b>                                                                                          |                                                                                                                                                                                                         | <b>Confirmation No</b>               | 4452       |
| <b>Title of Invention</b>                                                                                       | INFORMATION DECISION APPARATUS SPECIFYING CUSTOMERS AND DECIDING APPROPRIATE INFORMATION FOR CUSTOMERS TO PROMOTE A PRODUCT, METHOD THEREOF AND COMPUTER-READABLE RECORDING MEDIUM THEREOF (AS AMENDED) |                                      |            |

This is a Request for Continued Examination (RCE) under 37 C.F.R. §1.114 of the above-identified application.

1.

**Submission required under 37 C.F.R. §1.114 (Box a or b must be completed)**

- a. ☒ Previously submitted  
i. ☒ Consider the amendment(s)/reply under 37 C.F.R. § 1.116 filed on May 26, 2005  
(Any unentered amendment(s) referred to above will be entered).

- ii. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on May 26, 2005  
iii. ☐ Other

- b. ☐ Enclosed

- i. ☐ Amendment/Reply  
ii. ☐ Affidavit(s)/Declaration(s)  
iii. ☐ Information Disclosure Statement (IDS)  
iv. ☐ Other


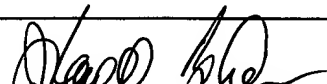
**CERTIFICATE UNDER 37 C.F.R. 1.8(a)**  
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450  
on May 26, 2005  
By: Sahil Sahani  
Date: May 26, 2005

2.

**Miscellaneous**

- a. ☐ Suspension of action on the above-identified application is requested under 37 C.F.R. §103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed 3 months; Fee under 37 C.F.R. §1.17(i) required).  
b. ☐ Other



|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                     |                  |         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------|---------|
| BASIC FEE                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                     | \$               | 790.00  |
| Since an Official Action set an <u>original</u> due date of <u>January 26, 2005</u> , petition is hereby made for an extension of time to cover the date this RCE is filed, for which the requisite fee is enclosed (1 month (\$120)); (2 months (\$450)); (3 months (\$1,020)); (4 months (\$1,590)); (5 months (\$2,160)):                                                                                                                        |                                                                                     | \$               | 1,590   |
| Suspension Fee (\$130.00)                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                     |                  |         |
| Total of above Calculations =                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                     | \$               | 2380.00 |
| Reduction by 50% for filing by small entity (Note 37 C.F.R. 1.9, 1.27, 1.28).                                                                                                                                                                                                                                                                                                                                                                       |                                                                                     |                  |         |
| TOTAL FEES DUE =                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     | \$               | 2380.00 |
| 4. <input type="checkbox"/> Small entity status:<br>a. <input type="checkbox"/> Verified Statement Claiming Small Entity Status.<br>b. <input type="checkbox"/> A Verified Statement Claiming Small Entity Status was previously filed and such status is still proper and desired.<br>c. <input type="checkbox"/> is no longer claimed.<br>5. <input type="checkbox"/> Other:                                                                      |                                                                                     |                  |         |
| <b>6. METHOD OF PAYMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                     |                  |         |
| <input checked="" type="checkbox"/> A check in the amount of \$2380.00 is enclosed.<br><input type="checkbox"/> Charge "TOTAL FEES DUE" to Deposit Account No. 19-3935. (A duplicate copy of this form is enclosed.)                                                                                                                                                                                                                                |                                                                                     |                  |         |
| <b>7. GENERAL AUTHORIZATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                     |                  |         |
| <input checked="" type="checkbox"/> The Commissioner is hereby authorized to credit any overpayment or charge any additional fees under 37 C.F.R. 1.16 (filing fees) or 37 C.F.R. 1.17 (processing fees) during the prosecution of this application and of any related application(s) claiming benefit hereof pursuant to 35 U.S.C. §120 to maintain pendency hereof and of any such related application to:<br><b>Deposit Account No. 19-3935.</b> |                                                                                     |                  |         |
| <b>8. CORRESPONDENCE ADDRESS</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                     |                  |         |
| STAAS & HALSEY LLP<br><br>21171<br>PATENT TRADEMARK OFFICE                                                                                                                                                                                                                                                                                                       |                                                                                     |                  |         |
| <b>9. SIGNATURE OF ATTORNEY OR AGENT REQUIRED</b>                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                     |                  |         |
| NAME                                                                                                                                                                                                                                                                                                                                                                                                                                                | J. Randall Beckers                                                                  | REGISTRATION NO. | 30,358  |
| SIGNATURE                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | DATE             | 5/26/05 |

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By: [Signature]  
Date: May 26, 2005